

LC Waikiki Magazacilik Hizmetleri Tic AS in Retailing (Turkey)

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Abstracts

LC Waikiki Magazacilik Hizmetleri Tic aims to further consolidate its leading position within apparel and footwear specialist retailers through new outlet openings and successfully tracking the latest trends. The company plans to reach value sales of USD10.0 billion and 1,000 outlets by 2023. Its overseas outlet expansion strategy involves Asia, the Middle East and Africa. In 2016 the company aims to open 100 overseas outlets. Locally, the company aims to focus more on sustainability, with flags...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 LC Waikiki Magazacilik Hizmetleri Tic AS: Share of Sales Generated by Internet Retailing 2014-2016

Private Label

Competitive Positioning

Summary 2 LC Waikiki Magazacilik Hizmetleri Tic AS: Competitive Position 2016

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